



SAS Visual Analytics

Review From A Customer



From IT Central Station, the leading review site for enterprise technology solutions.

Review by a Real User

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Junior Business Analyst at a tech services company with 51-200 employees

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VALUABLE FEATURES

Interactive reporting with various statistical graphs. The company was able to see the 360 view of how the customers were consuming their services in terms of membership, events and educational purposes from a central data storage loaded in SAS which was very hard to achieve without the software.

IMPROVEMENTS TO MY ORGANIZATION

It removes functional silos that departments have before. With the use of SAS Visual Analytics, the marketing department can actually see if their campaigns are actually working by looking at the data from the finance department. It also tightens the unnecessary access of data from other departments by restriction features in SAS.

ROOM FOR IMPROVEMENT

It will be better if SAS can accommodate Survey data as some organisations would like to load their survey results and analyse in SAS. Easier data cleaning features in SAS Enterprise would also help them clean data faster before loading into SAS VA.

USE OF SOLUTION

For about 8 months.

DEPLOYMENT ISSUES

I did not encounter any issues with the deployment. It all went well with ongoing support from SAS. The technical support team was very helpful.

STABILITY ISSUES

I do not experience any. It all went well with the ongoing support from SAS. The technical support team was very helpful throughout.



SCALABILITY ISSUES

No issues so far. I do not see any problems with larger data sets. SAS has the power to accommodate it. SAS technical support team can also provide advice on the issues with scalability.

CUSTOMER SERVICE AND TECHNICAL SUPPORT

Customer Service: The customer service provided was valuable. Customer Intelligence Manager and Support team closely interacts with the company to make sure deployment and utilizing SAS as smooth as possible. Technical Support: I would rate 9/10. The technical team has always been responsive and willing to provide the knowledge they have to resolve issues.

PREVIOUS SOLUTIONS

I did not use any solution before. We decided to use SAS straightaway. There wasn't any analytics solution we use before.

INITIAL SETUP

The set up was not very straightforward as our company using a remote server that is not hosted on the company so we had to contact the server company and SAS back and forth to make sure setup is stable and ready to use.

IMPLEMENTATION TEAM

It was a mixed of vendor team and the server company we have offsite. The vendor team has high level of expertise and guided us through how to implement the whole system and ways to utilize it.

ROI

I work as Data Analyst and I am not allowed to disclose this. I do see that SAS can help in the company by customer retention and acquisition.

PRICING, SETUP COST AND LICENSING

I think given the power of analytics and how it can improve your company, the price for licensing is worth it although it may be regarded as pricy for smaller organization.

OTHER SOLUTIONS CONSIDERED

We evaluate other softwares. We found that SAS can take data from other applications such as Salesforce and many other enterprise applications.

OTHER ADVICE

Overall, I think SAS VA is a great software for interactive reporting. It is also very user friendly and allows people with no statistical or computing background to learn quickly to analyse data across the company.